

Rep Order# 9792042 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/14/2012 1:50 PM  
Last Received: 08/14/2012 1:39 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product 60+ ASSOC. SENATE  
Estimate# 1224  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

49396  
Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1224  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1030A-11A	FACE NATION	P1 :30	\$950.00	08/19-08/19	1	1	1	\$950.00	
	2	SU	7P-8P	60 MIN	P2 :30	\$3,500.00	08/19-08/19	1	1	1	\$3,500.00	
	3	TU	11P-1135P	NEWS	P2 :30	\$1,800.00	08/21-08/21	1	1	1	\$1,800.00	

---REPORT TOTALS---

Report Totals: 3 / \$6,250.00

---SALES MONTHLY TOTALS---

Aug 12: 3 / \$6,250.00  
Sales Totals: 3 / \$6,250.00  
Station Totals: 3 / \$6,250.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$14,881	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 44%
		WKRC 42%	WLWT 8%	WSTR 0%	WXIX 6%	

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Books null  
Demos RA35+

Spot Manager: All, 08/15/12-08/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: 60 Plus Association												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 49396												
Line: 1												
08/19/12	Sunday	0:29:11 AM	:30	\$950.00		Face the Nation	10:30 AM-11:00 AM	60+ ASSOC. SENATE	1224	P-1	1	MWAS
				\$950.00							1	
Line: 2												
08/19/12	Sunday	6:58:26 PM	:30	\$3,500.00		Sun Reg 1	7:00 PM-8:00 PM	60+ ASSOC. SENATE	1224	P-2	1	MWAS
				\$3,500.00							1	
Line: 3												
08/21/12	Tuesday	1:34:30 PM	:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	60+ ASSOC. SENATE	1224	P-2	1	MWAS
				\$1,800.00							1	
				\$6,250.00							3	
				\$6,250.00							3	
				\$6,250.00							3	
				\$6,250.00							3	
				\$6,250.00							3	

[Filtered by: ] [Sorted by: Station]